

26 MAR 1973

MEMORANDUM FOR: General Graham

SUBJECT : Conversation with Andrew W. Marshall

1. Andy reviewed some of his thoughts on these subjects in the course of a one hour discussion:

Consumer Polling Methods

Presentation Techniques

Experimental Products

[] Studies

2. He has been encouraged to pursue these subjects by Dr. Kissinger and has also discussed them with Dr. Schlesinger.

PERSONALITY STUDIES

25X1A

3. Andy has discussed the production of [] products with [] in CIA and has a favorable impression about CIA's ability to put out more and improved products. There may be some bureaucratic problems existing along the lines of DDI resistance to this sort of product but Andy believes the potential is there. Dr. Kissinger has enlisted a []

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studies and we can probably revive his activities in coordination with [] at CIA. NOTE: I will pursue this further with [] and Andy.

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EXPERIMENTAL PRODUCTS

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4. Andy and [] have developed some in cooperation with DIA and CIA and will bring me up to date on their efforts. Some of these products have been provided to Dr. Kissinger and he told Andy that he was on the right track. NOTE: I will work with Andy on this and informally gather information on efforts of CIA, DIA, NSA, and INR in this area. At some later date, we may have to prepare a DCI letter to all agencies expressing interest in experimental products and requesting a status report.

PRESENTATION TECHNIQUES

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5. Andy has discussed this with Mr. [] (CIA ret'd) and Mr. []. The premise is that the written page (PDB, CIB, INTSUM) is not the best way to capture the attention of high level consumers and is probably not the best way to present policy options and international actions-reactions. One concept is to use video cassettes and table viewers to present policy oriented intelligence assessments to gain attention of policy makers to the problem which would be followed by face-to-face discussion on matters they elect to pursue. NOTE: I am not sure where this project stands but I will pursue it with individuals named above.

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CONSUMER POLLING METHODS

6. Andy wants me to pursue this with Mr. [] a former colleague of RAND, and with the Harvard Business School. He believes we must seek outside help and take advantage of the research conducted by U.S. business firms. The purpose of polling methods is to identify subject areas of interest and to develop a continuing "feeb-back" of consumer reaction to guide intelligence production. NOTE: I will check for on-going government research projects in this before proceeding on Andy's suggestion.

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Distribution:

Original - General Graham

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1 - []
PRG Chrono.
1 - PRG Subject